


GSA GSA Public Buildings Service

The "New" Customer Facing Organization

Office of National Customer Services Management
National Accounts Program



Chris Reutershan
Interim Assistant Commissioner
Office of National Customer Services Management

GSA GSA Public Buildings Service

GSA's Public Buildings Service mission is:

- To provide superior workplace solutions at superior value
- Including a renewed focus on customers, we want to become "customer centric"
- Resulting in providing superior workplace solutions that will allow you to concentrate on your core missions

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Responsibilities

The Office of National Customer Services Management has two areas of responsibility:

- National Customers
- Development Process

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Overall Organization



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graph TD;
    A["Office of National Customer Services Management  
Chris Reutershan"] --- B["National Accounts Division  
Martha Benson"];
    A --- C["Requirements Development Division  
Ken Schelbert"];
    B --- D["Solutions Development  
Mike McNew (Acting)"];
    C --- E["Solutions Implementation  
Matthew Saitta"];
```

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National Customers - National Accounts Program

Primary focus:

- Proactive approach to customer service
- Anticipating workplace needs and actively planning and providing for them
- Delivering quality products and services, while ensuring cost-effective space

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National Accounts Division - Primary Focus

- National accounts are PBS' 30 largest customers
- Ensure consistent and effective customer coverage strategy
- Collaborate with regional account management teams
- Understand and communicate customer requirements
- Utilize CRM software to ensure effective communications

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National Accounts Program - Primary Focus

- Customer Segmentation Strategy
- Segment Customers by Mission
- Five Initial Groupings:
 - Defense / Security
 - Law Enforcement
 - Judiciary
 - Regulatory Agencies
 - Public Access

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National Accounts Division

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graph TD
    Director[Director National Accounts  
Martha Benson] --- PublicAccess[Public Access  
Ron Dovel]
    Director --- DefenseSec[Defense / Security  
Denise Funkhouser]
    Director --- LawEnf[Law Enforcement  
Steve Rosen]
    Director --- Judiciary[Judiciary  
Paul Donnelly]
    Director --- Regulatory[Regulatory Agencies  
Mike McNew]
    
```

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"Typical" National Customer Account Management Team

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graph TD
    SEAS[Senior Executive Advisor] --- NCAD[National Customer Account Director]
    NCAD --- NAM[National Account Manager]
    NCAD --- ANAM[Assistant National Account Manager]
    NAM --- RA1[Regional Account Manager  
(Region 1)]
    NAM --- RA2[Regional Account Manager  
(Region 2)]
    NAM --- RA3[Regional Account Manager  
(Region 3)]
    NAM --- RA4[Regional Account Manager  
(Region 4)]
    NAM --- RA5[Regional Account Manager  
(Region 5)]
    NAM --- RA6[Regional Account Manager  
(Region 6)]
    NAM --- RA7[Regional Account Manager  
(Region 7)]
    NAM --- RA8[Regional Account Manager  
(Region 8)]
    NAM --- RA9[Regional Account Manager  
(Region 9)]
    NAM --- RA10[Regional Account Manager  
(Region 10)]
    ANAM --- RANCR[Regional Account Manager  
(NCR)]
    
```

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"Typical" National Customer Account Management Team

- Teams of highly-seasoned professionals working together with you to develop specific national and regional strategies and translate your specific requirements into well-crafted workplace solutions.

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Development Process

- Develop customer requirements
- In turn, developing solutions
- National Office teams working with regional teams

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Requirements Development Division - Primary Focus

- Develop processes and procedures to ensure customer requirements are correctly addressed throughout the project like cycle.
- Responsibility for CRM/CPS systems
- Responsibility for customer surveys
- Analyze and coordinate customer projects and forecast demand

